




Food Vendors & Mobile Vendors in Downtown

**Presentation to
Norfolk City Council
January 8, 2013**

Purpose of Presentation

- Background - Why “Food Trucks”?
 - Provide information on current regulations governing food and mobile vendors
 - Outline recommendations of the Planning Commission for zoning and regulatory changes
 - Present options for discussion
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Background

- In recent years, food trucks and street vending have increased in popularity.
- The trade offers entrepreneurial opportunities and culinary exploration.
- Cities across the nation have robust food truck and street vending cultures:



Background

- Food trucks are not the “roach coaches” of the past
- Today’s food trucks are full scale kitchens on wheels with many serving gourmet cuisine
- Many vendors are no longer cash only – most forms of payment are accepted
- In the past year, residents have requested that Norfolk revise its regulations governing food trucks to permit them Downtown



Background

- New vendors are establishing businesses in Norfolk:
 - Hupcap Grill
 - Pita Pit
 - Twisted Sister Cupcakes
- Vendors use a variety of equipment



Why Food Trucks?

- Can be a **foray** into owning a business for entrepreneurs
- Are **fast** for people on the go
- Offer **food** menus that are unique
- Are a **fun** experience



Why Food Trucks?

Cities that have supported food trucks report:

- New economic activity
 - Additional business licenses
 - Growth in employment
 - Vendors often open new brick and mortar establishments
 - Food trucks serve as an incubator for new business
 - Increase in the number of special events
 - Enlivened public spaces
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Headlines Across the U.S.

Street Fight: Food Trucks vs. Restaurants

Wall Street Journal - August 9, 2012

Love 'Em or Hate 'Em, Food Trucks Could be Here to Stay

Santa Monica, CA - August 27th, 2012

Food truck flap in Birmingham

Birmingham, AL - September 17, 2012

Food truck fight hits speed bump

Houston, TX - September 19, 2012

Brick-and-Mortar Restaurants Should “Embrace” Food Trucks

Las Vegas, NV - October, 11, 2012

Kennedy looking to lower fees for food truck industry


Buffalo, NY - October 17th, 2012

South Florida Commissioner wants Food Trucks banned in his city

Sunrise, FL - November 19, 2012

FOOD TRUCKS SPAWN BRICK-AND-MORTAR RESTAURANTS

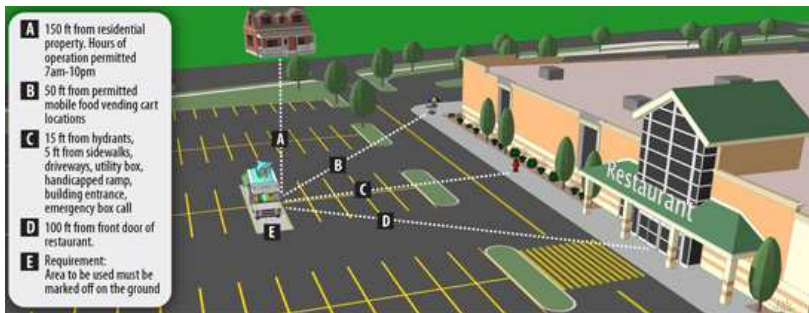
Details Magazine - November 2012



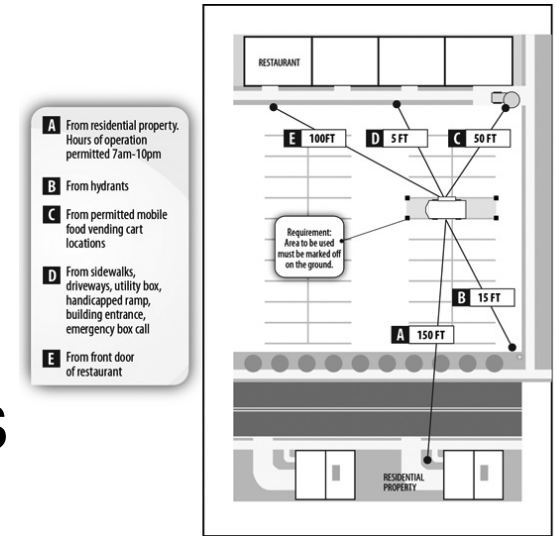
Common Vending Regulations

- Public Property Bans
- Restricted Zones
- Proximity Bans
- Stop and Wait Restrictions
- Duration Restrictions

Source: Institute for Justice



Source: City of Raleigh, NC



Source: City of Raleigh, NC

Common Vending Regulations

All but 5 of the 50 largest cities have at least one of these types of regulations, while 31 have 2 or more:

- 11 of these cities **ban vending on public property**
- In 34 cities, **entire areas are off-limits to vendors**, such as downtown commercial districts or streets around sporting venues.
- 20 cities **ban vendors from setting up near brick-and-mortar businesses selling the same or similar goods.**
- Five of the 50 largest cities **prevent mobile vendors from stopping and parking unless flagged by a customer**
- In 19 large cities, **mobile vendors may stay in one spot for only small amounts of time**

Source: Institute for Justice



Existing Norfolk Regulations

- Zoning Ordinance
 - Commercial districts
 - Not PCOs
 - Office and Business Commerce districts
 - Industrial districts
- §§ 42-36 through 42-51.1, City Code
 - Definitions
 - Licenses, permits, and fees
 - Hours
 - Specific locations
 - Paved surfaces
 - Distance from doors and windows
 - Enforcement



Zoning Ordinance - Areas Permitting Food Trucks



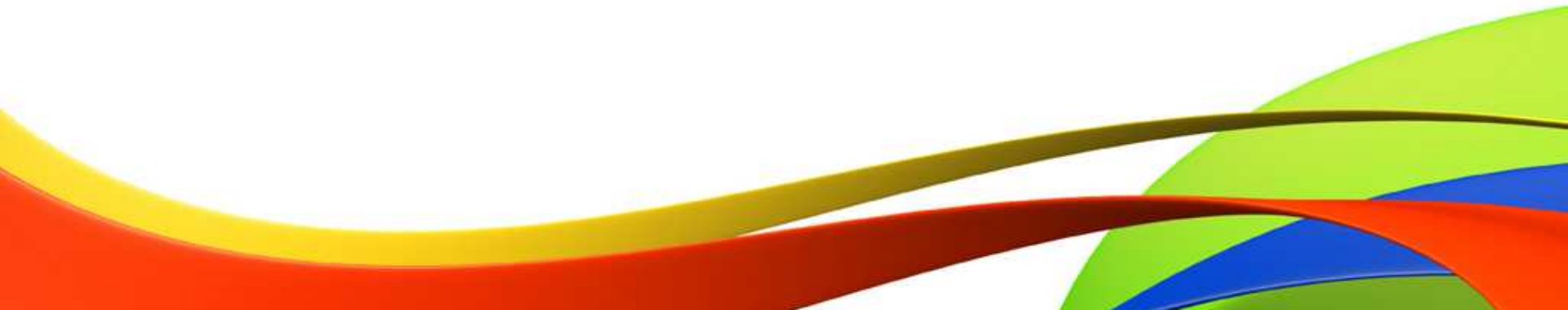
- Commercial
 - Not PCOs
- Office and Business Commerce
- Industrial

Vendor Categories & Licensing

- Categories
 - Food vendor
 - Pushcart or Stand
 - Mobile vendor
 - Licensed motor vehicle
 - One hour duration restriction
 - Mobile Ice Cream Vendor
- Business Licenses
 - Peddler
 - Special Event



Planning Commission Zoning Ordinance Amendment Recommendation

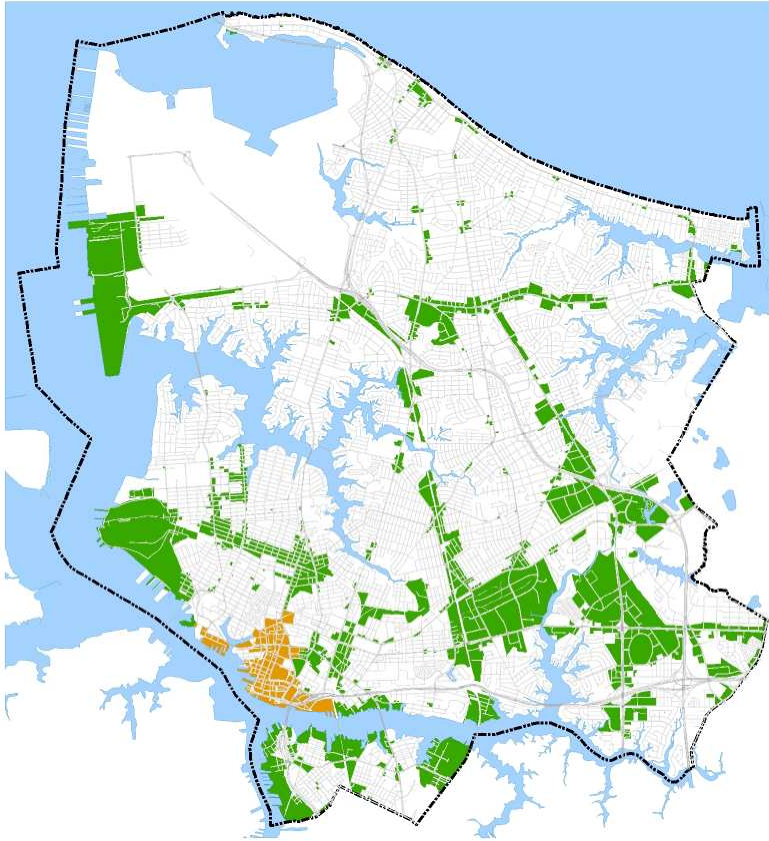


Re:Vision Norfolk Application

- Re:Vision Norfolk submitted an application for Ordinance revisions in late 2012
 - Requests changes in regulations
 - Zoning Ordinance
 - §§ 42-36 through 42-51.1, City Code



Zoning Ordinance Amendment - Areas Allowing Vendors



- Existing -
 - Commercial (non-PCOs)
 - Office & Business Commerce
 - Industrial
- Amendment
 - Downtown - D-1 through D-5 added to areas
 - Not G-1

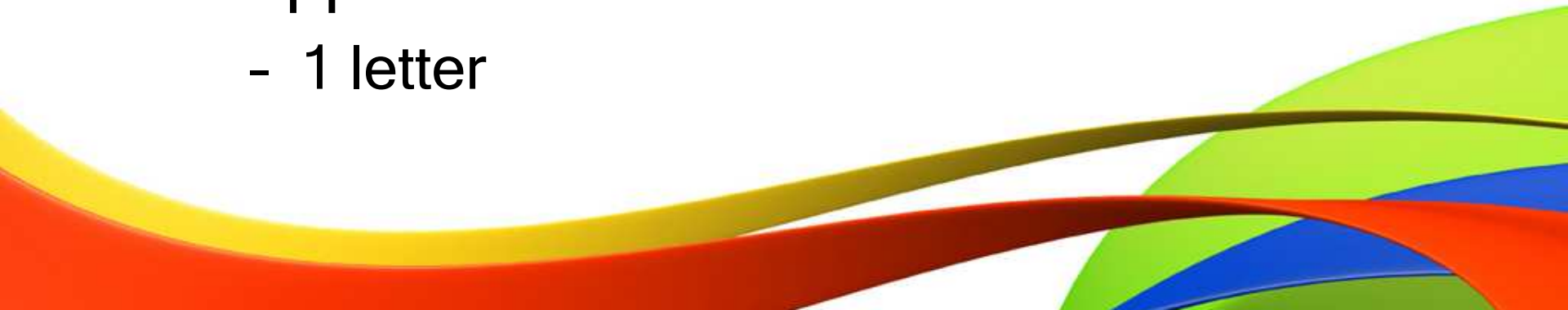
Zoning Ordinance Amendment - Sites Permitting Vendors



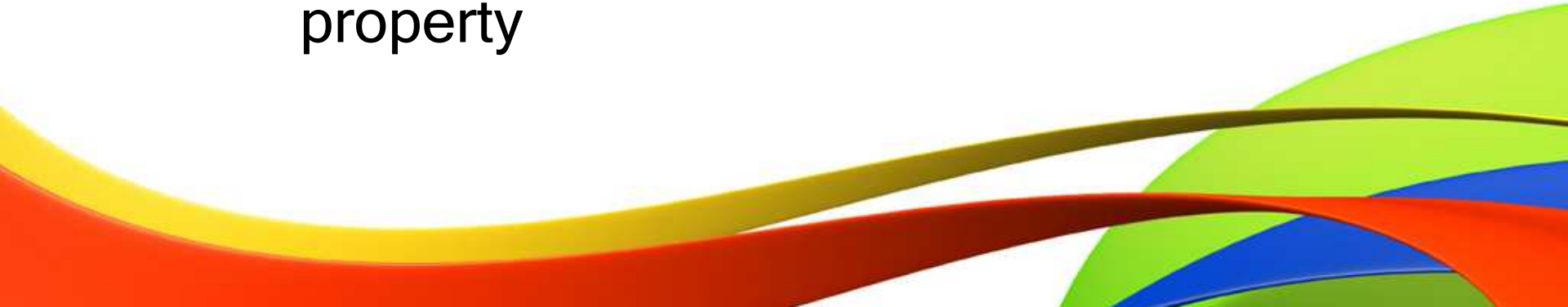
- Amendment to authorize on Improved Property
 - Public
 - Private
- Amendment creates vesting of use on Private Properties

Zoning Ordinance Amendment Public Hearing

- Proponents
 - Applicant - Drew Ungvarsky for Re:Vision
 - Downtown Norfolk Civic League
 - Downtown Norfolk Council
 - 44 citizens
 - 42 letters
- Opponents
 - 1 letter



Zoning Ordinance Amendment Recommendations

- Administration Recommendation
 - Approve in D-1 through D-5 on improved surfaces of publicly owned property
 - Planning Commission, 6-0
 - Approve in D-1 through D-5 on improved surfaces of both public and private property
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Planning Commission Recommended Changes to Other Regulations

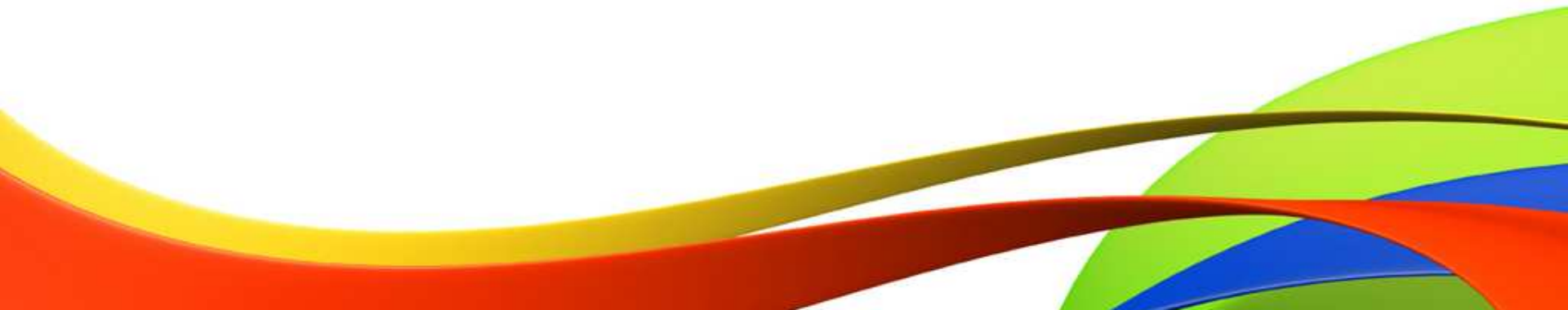


Requested Changes

Hours of Operation & Length of Time

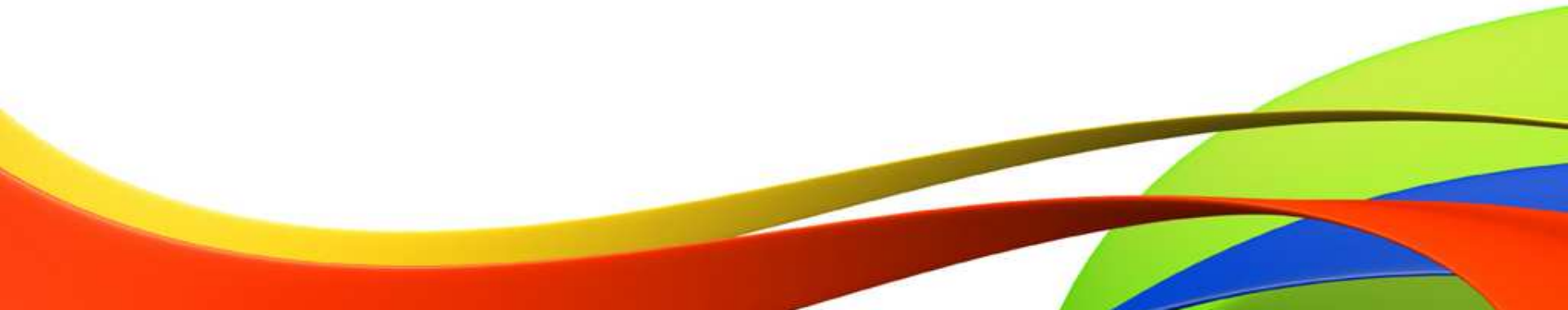
	Existing Standard	Re:Vision Requested Change	Planning Commission Recommendation
Monday - Friday	6:00 AM - 9:30 PM	6:00 AM - 2:00 AM	6:00 AM - 2:00 AM
Saturday - Sunday	8:00 AM - 9:30 PM	8:00 AM - 2:00 AM	8:00 AM - 2:00 AM
Duration	1 Hour Maximum	3 Hours Maximum	No Limit

Options to Consider for Zoning Ordinance Amendment & Other Regulations




Options for Council Discussion

- Option 1 - Adopt Planning Commission Recommendation
- Option 2 - No Action
- Option 3 - Hybrid Approach



Option 3 – Hybrid Approach

- Consider a mixture of options that provide opportunity for entrepreneurial growth of vendors
 - Establish a balance of permitted zoning uses and overhaul food vendor / mobile vendor regulations that create a new operating environment
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Option 3 - Hybrid Approach (cont'd)

Consideration for singular use or combination of any of the following:

- Land Use:
 - Private Property
 - Public Property
 - Public Right of Way
 - Including dedicated parking spaces
 - Location:
 - Any approved zoned property
 - Specific locations or area within the Downtown District
 - Proximity Requirements
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Option 3 - Hybrid Approach (cont'd)

Consideration for singular use or combination of any of the following:

- Vehicles:
 - Motorized Vehicles
 - Large Trailers
 - Pushcart and Stands
 - Other Options
 - Hours and Duration
 - Align with Healthy Norfolk Goals
 - Special Events
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Next Steps

- Provide City Council additional background information as requested
- Receive Council feedback for making recommendations and ordinance development